

Virtual Reality Technology and Changing Ads: The Lipton Case

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Abstract

The expansion of technology and the Internet in the 21st century, along with the increase in access power and the introduction of digital and social media sectors, has led to a shift in the understanding of advertising. Parallel to these advancements, it has been explored how quickly people are adopting smart mobile devices that have evolved with the advancement of computer technology, and how advertisements and advertisement designs can be created using these devices. As a result of the development of 3D graphics and software technologies as well as computer technologies, the evolution of virtual reality technology from the past to the present has been examined in the following step. The emergence of today's virtual reality glasses, their entry into the consumer's life, and their impact have been discussed. The reasons for the adoption of this technology by companies producing mobile technology, as well as the reasons for producing glasses suitable for their own devices, have also been discussed. It was also attempted to analyze the compatibility of these virtual glasses with mobile devices and the fact that advertising began to shift as a result of these advances. Content analysis, one of the qualitative research methodologies, was utilized to determine the effects, contributions, and changes that all of these recent technological advancements have had on the contemporary advertising environment. Using Lipton's matcha tea campaign as a case study, the purpose of this study is to investigate the relationship between virtual reality technology and modifying advertising perceptions. As a research method, document analysis, one of the qualitative research methodologies, was utilized. In this regard, Scottish tea manufacturer Lipton released their advertising for Japanese Matcha tea in 2016 in VR 360 degrees on YouTube. In the campaign, actual photographs shot in 360 degrees and modeled images were combined and displayed by mixing them with the assistance of the computer. When we analyze VR technology in terms of advertising in the future, people can watch, order, play, and even control what they want without leaving their homes; At the same time, it is anticipated that they can save time while doing these.

Keywords: Advertising, Virtual Reality, Media, Technology, Lipton

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Sanal Gerçeklik Teknolojisi ve Değişen Reklamlar: Lipton Örneği

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Öz

21. Yüzyıl içerisinde teknoloji ve internetin gelişimiyle birlikte, erişim gücünün artması, dijital ve sosyal medya alanlarının ortaya çıkmasıyla reklamcılık anlayışının değişimine neden olmuştur. Bu gelişimlere paralel olarak bilgisayar teknolojilerinin de ilerlemesiyle, ortaya çıkan akıllı mobil cihazların, insanlar tarafından tüketilerek hızlı benimsendiği, reklamların ve reklam tasarımlarının bu cihazlar üzerinden nasıl yapılabileceği tartışılmıştır. Daha sonraki süreçte bilgisayar teknolojilerinin yanı sıra, 3 boyutlu grafik ve yazılım teknolojilerinin de gelişiminin bir sonucu olarak sanal gerçeklik teknolojisinin nasıl ortaya çıktığı ve gelişim gösterdiği geçmişten bugüne araştırılmıştır. Günümüzde çıkan sanal gerçeklik gözlüklerinin ortaya çıkışı ve tüketicinin hayatına girmesi ve bıraktığı etki; mobil teknoloji üreten firmalar tarafından bu teknolojinin benimsenmesi ve kendi cihazlarına uygun gözlükler üretmelerinin nedenleri aktarılmaya çalışılmıştır. Çıkan bu sanal gözlüklerin mobil ile uyumlu çalışması ve reklamcılığın bu gelişmelerden etkilenecek, değişime uğramaya başlaması da incelenmeye çalışılmıştır. Son dönemde yaşanan tüm bu teknolojik gelişmelerin günümüz reklam dünyasına ne gibi etki, katkı ve değişikliklere sebep olduğu nitel araştırma yöntemlerinden biri olan içerik inceleme kullanılarak yapılmıştır. Bu bağlamdan yola çıkılarak araştırmanın amacı, sanal gerçeklik teknolojisi ve değişen reklam algısının Lipton matcha çayı reklamı örneği üzerinden incelenmesidir. Araştırma yöntemi olarak nitel araştırma yöntemlerinden doküman incelemesi kullanılmıştır. Bu bağlamda İskoç çay markası Lipton, 2016 yılında Japonya'ya özgü Matcha çayı için yaptığı reklamı YouTube üzerinden VR 360 derece olarak sunmuştur. Reklamda 360 derece çekilmiş gerçek görüntüler ve modellenmiş görseller kullanılıp, bilgisayar yardımıyla birleştirilerek sunulmuştur. Gelecekte reklamcılık açısından VR teknolojiyi değerlendirdiğimizde, insanların evlerinden çıkmadan istedikleri şeyleri izleyebildikleri, sipariş edebildikleri, oynayabildikleri ve hatta kontrol edebildikleri; aynı zamanda bunları yaparken zamandan tasarruf edebilecekleri düşünülmektedir.

Anahtar Kelimeler: Reklamcılık, Sanal Gerçeklik, Medya, Teknoloji, Lipton

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1. Introduction

In the 21st century, technology has dramatically increased the access power of humans. This rise in access power permits faster access to and consumption of everything. Advertising is portrayed as a significant contributor to these two activities. Therefore, every media instrument is a means of influencing society in some way. Although the objective of a digital game and the results of a media-based artistic activity are not identical, the concept of ‘influencing’ underlies both (Eskier, 2017). Alongside the rise of technology, the concept of media has also undergone a significant transformation. With this shift and progression, the widespread usage of the internet, the smartening of mobile access devices, and how they are employed have also evolved. The usage of social and digital media by all demographics, as well as the rapidity with which individuals may access all types of information via computers, mobile phones, and tablets, are crucial factors in the advertising industry (Ozğüven, 2013).

Using these channels, large firms and brands that rely on people’s consumption attempt to develop new strategies. Advertisers take a keen interest in this industry due to the quick adoption of the most recent models of smart devices manufactured by firms and the resulting high level of public interest. With recent technical advancements reaching the point of explosion, virtual reality technology generates a great deal of interest by igniting the curiosity of the younger generation. “It is expected that advertising, marketing, and sales of smart gadgets will target this population based on the notion that all internet users are predominantly young and male, and that all internet users like home entertainment” (Zyman & Miller, 2003).

With the intention of advertising new gadgets and applications under the virtual reality (VR) theme on social media and websites, manufacturers wish to adopt a sales policy for this market sector. “Virtual Reality technology is characterized as a 3D environment that does not exist in reality and in which spaces and vehicles are replicated and manufactured by computers” (Kabıcı, 2016). It can also be seen as a system that enables users to engage with a computer-simulated environment. Virtual reality, which was unsuccessfully attempted by the majority of scientists and inventors in the past due to technological limitations, has begun to be addressed once more today.

Especially as approach the 21st century, must refocus on Virtual Reality (VR) technology, allowing it to advance and achieve greater heights. Consequently, systems that give individuals more realistic virtual surroundings have begun to appear. It is known that the Oculus brand took the first step with a project it be-

gan in 2012, with the production of the Oculus Rift VR headset using online donations. After the success of Oculus, major corporations like Google, HTC, Sony, and Samsung, inspired by the rapid development and demand for virtual reality (VR) technology, have produced mobile-compatible VR glasses for their consoles and smartphones. "The goal of the use of these products already available on the market is seen as multimedia and entertainment. These products, which are mostly game-oriented, are worn on the helmet and are driven by sensors that generate a 360-degree environment, giving the user the sensation of being in that location" (Coşar, 2016). Therefore, it has become a technology that the younger generation is increasingly fascinated by and demands it.

It is anticipated that this technology will be utilized in numerous fields and industries in the future. VR plays a significant role in the establishment of the concept of showing advertisements to people, particularly after the development of the process of adapting to smartphones, and social media firms began supporting this technology on their sites and applications.

By constantly advancing, VR technology is becoming a rapidly expanding industry. Examining how the gadgets and applications made by various technology brands and companies in response to the impact of VR technology on people are promoted through advertisements in various media has been attempted. Internet articles, books, papers, and certain scientific resources on this technology and advertisements will be examined and evaluated, and provided to the public via an advertisement design application.

Recent technological advancements have led to the emergence of Virtual Reality technology, which provides virtual contact with the user by going beyond standard 3D technology and modeling. Although it is young, significant expenditures have already begun to be made in this technology, which has attracted widespread public interest.

In the future, it is predicted that VR technology will not only be employed in the game and entertainment industries but that people will also be able to experience things in their homes that they cannot in the virtual environment. Due to the prevalence and efficacy of this technology in modern advertising, advertising methods are beginning to evolve. It is anticipated that major corporations (automobile, film, tourism, etc.) that are not VR developers have begun to implement massive advertising campaigns on digital and social media platforms using this technology.

Since Virtual Reality Technology has only recently arisen and gained popularity,

attempts to address it date back to the year 2000. How it has evolved and been utilized from the past to the present; how advertising works are planned and anticipated in terms of contemporary media. Both print and online blogs, columns, articles, theses, books, and journals on the topic were examined. In addition, internet and social media advertising, which is the advertising of today, has been analyzed using VR technology, books, columns, blog posts, essays, and theses, as well as the scanning of their associated data. The research, according to the bibliography, is based on papers in the sectors of technology, media, and advertising, and attempts have been made to obtain information regarding studies and commercials about Virtual Reality that have been conducted thus far and are planned for the future.

2. Background

2.1. Today's Advertising

Advertising is used to announce a product or service to consumers by fostering a favorable perception of the product, brand, and company. Advertisements are messages that are paid for by the senders and are intended to enlighten or persuade the recipients. "Advertising, which can reach all types of target audiences with the correct messaging approach, is one of the most important forms of communication in use today" (Demir, 2016, p. 148).

"Advertising is constantly there, even if consumers are unaware. In today's society, advertisements use a wide variety of media to express their messages. This is accomplished using television, print (newspapers, magazines, etc.), radio, press, the Internet, color, music, visuals, and even people (turnovers) (Arslan & Arslan, 2012). Advertising messages are intended to convince consumers to acquire a company's products or services. This is why brands and businesses engage in advertising competition to convince consumers to buy their products and services. Economic purpose refers to advertisements for products based on basic consumption that are designed to bring the supply and demand markets together. On the other hand, advertising designed to convince an individual that all of his or her desires may be fulfilled by purchasing a certain brand is psychologically motivated (Karacor, 2000, p. 149).

"The success of an advertisement has little to do with catching the consumer's attention. Advertising can be effective if it influences the behavior of a substantial audience in the desired direction (Aytemur, 2004, p. 58). Even if the marketed products or services do not capture our attention or we are unaware of them,

repeated exposure to these commercials imprints them in our memory. "It is essential for marketing and advertising experts to develop sarcastic, quick, relevant, and truthful advertising campaigns that convey the information quickly and allow the consumer to interpret it" (Uslusoy, 2016, p. 23). Because then commercials are better able to catch the consumer's attention and influence their behavior.

Advertising has become such a significant and critical issue that its quality cannot be sacrificed; it symbolizes a brand and is a tool, not an end. "Brands and enterprises that generate excellent and trustworthy commercials and express them effectively through the media enjoy long-term success and continue to be favored by their target audiences because their advertisements make sense" (Aytemur, 2004, pp. 128, 226; Goorevich, 2019).

With the advancement of technology, advertising, and the internet are viewed as two essential factors that complement one another and are attempted to be employed in tandem. "Media areas and storage capacity were limited in the past. Today, thanks to the internet and technology, things have reached a level that is virtually limitless (Sullivan & Bennet, 2018, pp. 205- 206). With the quick development and evolution of the internet and technology, ads have also begun to transform. Due to the rapid growth of technology and the Internet, a variety of platforms for the advertising business and brands to display themselves have become available. "As a result of the consumer society's ubiquitous access to new forms of communication, instant, direct, and interactive connection between companies and customers is possible" (Petrescu, 2014, p. 107). With the rise of these technological advancements in the 21st century, the internet has become a marketing tool for brands. Because as internet usage increases, the brand extension will become increasingly difficult (Zyman & Miller, 2003, p. 38).

As the number of individuals utilizing the internet rises, new media technologies are emerging and gaining widespread use by businesses. Brands that desire a closer relationship with their target consumers have begun to extend their marketing to these other technologies in addition to the internet. New media technology has historically replicated the function of its predecessor. This was the first time the internet media enabled activities such as reading newspapers and watching movies online. (Karacor, Aydın, & Gülerarlan, 2014, pp. 40, 41).

Advertising brands have set their own sales plans and tactics by both providing and utilizing new technologies, attempting to convince and persuade the consumer society that additional activities and experiences of this nature may be conducted via advertisements over the Internet.

2.2. Advertising and Digital Media

The concept of digital is referred to as a technical term that arose with the advent of computers and modern technology. It consists of data such as zero, one, bit, and byte (İlginöğlü, 2018). Digital media, on the other hand, is described as the storage of data and content from traditional media sources such as voice, text, image, and video in electronic media by computers and distribution via the internet (Sağlam, 2017). Today, the simple transfer of digital data to computer environments, as well as the simple access and sharing of this material by users, have expanded both the prevalence and attractiveness of digital media.

Traditional media outlets, such as newspapers, magazines, and television, which are printed and visual, are utilized widely by businesses today, as they were in the past, for announcing news or advertisements to the public and engaging with them. In the modern business environment, firms that recognize that several media have the capacity to mutually enrich one another when employed together grab significant opportunities” (Karaçor, Aydın, & Gülerarslan, 2014). A television commercial can also be viewed on a wall poster, read in a newspaper, or heard on a radio station that we listen to while driving. These traditional media platforms boost the diversity of advertising. Regardless of the number of possibilities for presenting advertisements to the consumer sector, commercials have always been a one-way method of communication. Traditional media outlets have traditionally made it difficult to determine which target group an advertisement reaches and what kind of customer reaction is obtained. Among these, television advertising remains the largest and most expensive area of the advertising industry (Petrescu, 2014). In recent years, however, the incorporation of the internet into the expanding digitization has saved advertiser companies from this problem (Zyman and Miller, 2003).

Advertisers have resorted to digital media, particularly because traditional media is a one-way form of communication that is also more expensive, and have begun to develop their advertising strategy using this medium. “The modern media age is quite different from the conventional media age that preceded it, and the greatest contribution to this difference has been the growth of digital media, which has altered as technology and the internet has evolved” (Uslusoy, 2016).

“The attempts of businesses to generate dictating advertising messages based on familiar persuasion have been replaced by an advertising and marketing strategy in which the consumer is also an active player” (Yılmaz & Erdem, 2016, p. 33). This has led to the development of websites that allow users to add, delete, and modify content.

With the development of the subsequent processes, digital media has created numerous potential, from the combination of news and entertainment to face-to-face conversation in a digital environment. It has also been stated that digital media presents options such as the user's generation of content, the formation of a customer network, and the reproduction of content without limit (Öztürk, 2013). As a result, brand contact is increased, and users can directly contribute to the answers to commonly asked questions about each product and brand.

Today, it is claimed that it is feasible to report how many people visit a brand-specific site, what they do on the site, where they come from, how long they spend on the site, which items they evaluate, and whether they share the page's content via social media. With this digitalization, it is now possible to report how many people an SMS message reaches, how many people view a video, how many times a banner advertisement is clicked, and how many people have downloaded or played a computer game (Öztürk, 2013).

2.3. Evolution and Emergence of Virtual Reality Technology

Virtual reality is essentially immersive and replicated artificial fantasy environment built by a computer that imitates the real environment through sensory cues such as visuals and sounds (Brito, 2011). At the same time, there is a circumstance that causes people to question their existence outside the realm of fiction. This existence problem is caused by the presence of another space within the given space. The issue of space within this space is explained by the fact that the human body finds itself performing a different action in a different environment, thanks to a gadget, while it is already present.

The concept of virtual reality that emerged with the revolution in computer software during the last period of the new age is also defined as graphic (virtual) objects created by humans that reference realistic three-dimensional visual worlds created by appropriate computers, just as we experience them in real life. It typically refers to a set of external indications that buyers see as a representation of a potential reality (Yılmaz & Erdem, 2016). When researching the history of virtual reality, science fiction films and experimental items were the first to convince us that a virtual world existed. These experimental goods, historically inspired by science fiction, have helped us catch up with the technology of the present (Brockwell, 2016). Morton Heiling, a philosopher, inventor, and filmmaker widely regarded as the founder of virtual reality, was also universally acknowledged as a visionary who could see the future and beyond. In 1962, when the majority of

people still owned black-and-white televisions, it gained a completely functional 3D video machine that allows us to experience sounds, breezes, sensations, and even scents. He referred to it as a “Sensorama Simulator.” but it failed miserably (Brockwell, 2016). Despite this setback, Morton Heiling continued to experiment with other virtual reality performances and experiments.

In the first fifteen years of the 21st century, computer technologies and cameras that can capture 360-degree images have accelerated the development of virtual reality technology. “With the ease of manufacture of displays and devices that enable features such as high resolution and 3D graphics, the production of virtual reality headsets, which had been attempted in the past but were not particularly successful due to the software technologies available at the time, has reemerged” (Kuntz, Kulpa & Royan, 2018). Oculus was the first business to reintroduce this technology to the mainstream. This corporation, which was formerly an autonomous entity, required financial assistance to provide virtual reality headset technology to users. In 2012, Oculus launched a campaign on the website of the American crowdfunding organization Kickstarter in order to create its own VR headset, Oculus Rift, and raise funds. The project, which was described as an immersive virtual reality set for video games, sparked a tremendous deal of public attention and raised roughly 2.5 million dollars from approximately 10 million participants (Kumparak, 2015).

2.4. Virtual Reality Technology and Advertisements

“It appears impossible for a newly introduced product or service to survive without advertising among the market’s established players. “Because even long-favored businesses continue to market to keep their position, even though they can sell their products” (Karacor, 2000). Despite the importance of advertising to brands, it is essential that commercials reach customers swiftly and efficiently. Consequently, advertisers may position their adverts on mobile devices how they see fit.

Smart mobile devices, particularly those that utilize the internet and social media applications, have an essential place in advertising because they allow consumers to submit information and connect whenever they choose. The fact that youthful audiences prefer smartphones and utilize mobile applications more has prompted advertisers to expand their efforts to reach this demographic. (Öztürk, 2013).

Virtual reality, which evolved as a result of the development and expansion of technology in the subsequent time, continued to gain popularity each year and

was linked with mobile technologies. With the release of fashionable new mobile-friendly VR glasses from companies such as Google, Samsung, and Sony, the concept that young users can experience specific settings has been recognized as a new and significant advertising strategy. “As a result, VR technology has begun to be adopted, similar to how smart mobile phones have been adopted by the younger demographic” (Karaçor, 2000).

As a result of the adaptation of virtual reality technology to smartphones, the concept of presenting VR advertisements from these devices has attracted the attention of social media companies, as it is well-known that young users use social media more and are more exposed to advertisements on social media. Social media corporations such as Google, YouTube, and Facebook have begun to offer their 360-degree VR-compatible platforms (Rowles, 2017).

With these platforms, advertisers and consumers believe they can simply present their movies and photographs by creating, sharing, and mixing immersive experiences with them. “The concept of businesses, whose objective was to convey a message to people, creating content and unique experiences via social media has given rise to a new form of advertising, with social media applications enabling VR experiences” (Sullivan & Bennet, 2018).

3. Example Application: The New Lipton Amazing Matcha Tea Gets You In The Cup Advertisement

The research included document analysis, one of the qualitative research approaches. Yıldırım & Şimşek (2018) define document analysis as the examination of written sources/materials that include information on the phenomena or instances to be evaluated within the scope of the research. In 2016, the Scottish tea manufacturer Lipton unveiled its advertising for Japanese Matcha tea on YouTube in 360-degree VR. In the advertising, actual 360-degree photographs and computer-generated visuals were combined and displayed using a computer. In the future, when we analyze VR technology in terms of advertising, individuals will be able to watch, order, play, and even control what they want without leaving their homes; it is anticipated that they would save time while performing these activities. In 2016, the Scottish tea manufacturer Lipton advertised its Japanese Matcha tea in 360-degree virtual reality on YouTube. In the advertising, real photographs captured in 360 degrees were merged with modeled visuals using a computer (https://www.youtube.com/watch?v=S_hpD7teoww) (Figure 1).

Figure 1. Advertisement for Lipton’s Magnificent Matcha



When the advertisement shown in Figure 1 is played, the Lipton corporate logo and the phrase “Magnificent Matcha” are immediately visible. In the continuation, an effort was made to evoke the type of sound effect we hear while submerged in water, as well as the blurring of the surrounding images.

When we take a closer look at our surroundings, we notice that green grains are being thrown into the water, which indicates that Matcha is a type of green tea and that we are in a teacup. As the video progresses, a woman and a natural setting are revealed among the pink-leaved trees, while the green image suddenly dissipates and illuminates. It was intended to demonstrate that these trees are native Japanese Sakura trees (https://www.youtube.com/watch?v=S_hpD7teo-ow) (Figure 2).

Figure 2. Sakura Tree Image in the Lipton Magnificent Matcha Ad



The evening view of traditional Japanese architecture, lanterns, and the same

woman are visible in the next shot (Figure 2). After that, it becomes increasingly apparent that the advertisement took place in Japan (https://www.youtube.com/watch?v=S_hpD7teoww).

Figure 3. The Lipton Magnificent Matcha Advertisement Features Images of Japanese



Buildings and Lanterns

The woman has been located and features of Japanese architecture can be observed on a winter day after the image goes by once more with the same dispersion effect. After this last image, the water starts to disperse and assume a more defined shape, and the camera is seen emerging from the cup. The commercial ends when the woman we see picks up the cup and drinks from it, even though the camera doesn't move after it exits the cup (https://www.youtube.com/watch?v=S_hpD7teoww) (Figure 4).

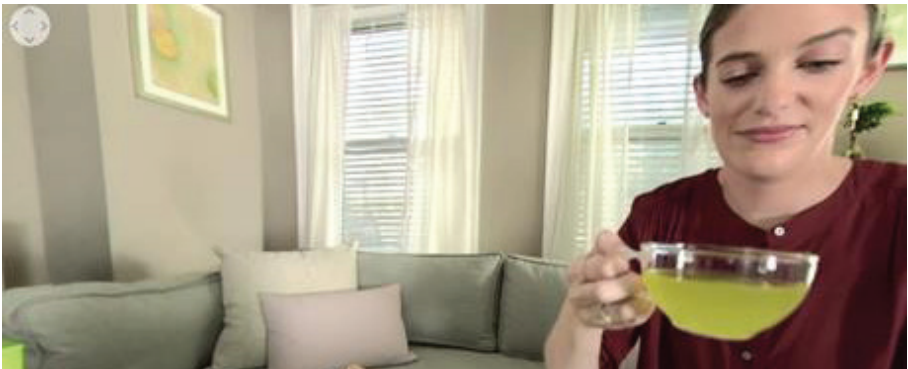


Figure 4. Video of a Woman Holding a Cup in a Lipton Magnificent Matcha Ad

With the help of a 360-degree VR video environment, Lipton attempted to explain the specifics of Matcha tea and its origins in this advertisement. We have made an effort to portray the idea that this tea is both calming and traditional, with a rich cultural heritage.

Discussion ve Conclusions

Technology advancements have been crucial to people's exposure to advertisements throughout history. Each new invention, from the printing press to the radio, television, and most recently the internet, has improved and changed how consumers interact with new goods, services, businesses, and brands.

All demographic groups, particularly the younger generation, are starting to utilize mobile devices more frequently in the twenty-first century. The way adverts are displayed on mobile devices is evolving along with the technology behind them. Since the original conception of the internet, cellular communication and wireless network technologies have advanced quickly, and in recent years, internet access via mobile devices has gained popularity and become relatively common. The introduction of these Internet-connected devices has the crucial ability to establish itself as the most widely used and private window. These gadgets also modify how people consume media by allowing them to connect to the internet, which opens up a worldwide network and changes how people consume media (Arslan & Arslan, 2012; Özgüven, 2013; Uslusoy, 2016).

Even conventional media, such as print, radio, and television, are increasingly linked to the internet and social media. With the help of social media, the internet, and other mobile technologies like smartphones and tablets, users have started to regain full control. They read what they want and watch what they want whenever and wherever they want, whether online or off, on their mobile devices (Sullivan & Bennet, 2018).

Today, it is common knowledge that practically everyone owns a mobile device, such as a smartphone or tablet. Advertisers are drawn to social media because it is so widely used, especially on these devices, which gives businesses the chance to contact customers more and actively participate in the creation and dissemination of marketing content (Yılmaz & Erdem, 2016).

The growth of the mobile advertising industry, which now occupies a significant space and attracts advertisers, has been made possible by these advancements. According to research, mobile ads, particularly those on social networks, have substantially greater click-through rates than desktop ads, giving marketers a

better return on their investments (Petrescu, 2014).

The era of online advertisements has arrived as a result of following technological advancements and the quick uptake and expansion of internet connections. People now see the commercials they want online, at the times and locations they desire, thanks to advertisers. The emergence of mobile gadgets was the time when people first began to notice this. The internet has now become a shared environment where everyone can use it and is online, especially with the rise in smartphone usage rates. Because of this potential, advertiser brands and businesses have begun to create advertising strategies for this industry by largely straying from conventional practices.

With the phones they carry around in their pockets, people are exposed to well-known commercials as well as seeing the content they appreciate on social media platforms. This is because companies have begun to understand that in order to sell their goods, they must always focus on what is popular with consumers.

Technology is becoming a part of people in this day when our computers are getting better and our phones are getting smarter. since technology continually provides better and newer to consumers, according to ads.

Brands are aware that they must provide cutting-edge and engaging technology to appeal to the younger generation, which has a greater role in consumer society. They provided a virtual reality technique in light of this.

This technology has been successful in drawing an audience that, at first, only has a high purchasing power and enjoys playing video games. Because everyone has a smartphone, brands have come up with the idea of porting VR experiences to them to make them more accessible and affordable.

However, it has led to the perception that mobile-compatible VR glasses are a new medium of communication that everyone with a phone in their hand may utilize. Brands that recognize that the majority of smartphone users are now accustomed to VR experiences have begun to modify their advertising strategies.

Throughout history, technological advancements have had a significant impact on people's exposure to marketing. Each successive invention, from the printing press to the radio, television, and most recently the internet, has altered and enhanced people's relationships with new products, services, enterprises, and brands.

In the 21st century, the use of mobile devices has increased across all demographic groups, particularly among the younger population. With the evolution

of mobile devices, the reflections of the advertisements served on these devices are also evolving. Due to the rapid advancements in cellular communication and wireless network technology since the birth of the internet, mobile internet access has risen to prominence and become relatively prevalent in recent years. The introduction of these Internet-accessible devices has the potential to become the most prevalent and personal portals. In addition, by allowing people to connect to the world online, these devices open up the global network, change the way people consume media, and transform it (Arslan & Arslan, 2012; Özgüven, 2013; Uslusoy, 2016).

Even traditional media such as television, print, and radio are now linked to the internet and social media. Utilizing the internet and social media, as well as other mobile devices such as smartphones and tablets, users have started to assume complete control. “They watch and read whatever they want, whenever and whenever they want, online or offline, using whatever mobile devices they want” (Sullivan & Bennet, 2018).

Today, it is common knowledge that practically everyone owns a mobile device such as a smartphone or tablet. The extensive usage of social media, particularly with these devices, attracts the attention of advertisers, enabling businesses to gain from increased connection with consumers and to actively participate in the dissemination and development of marketing content (Yılmaz & Erdem, 2016).

These innovations have facilitated the growth of the mobile advertising industry, which holds a significant position, and have enabled marketers to enter this sector. Research indicates that mobile ad click-through rates, particularly on social networks, are significantly higher than desktop ad click-through rates, resulting in a higher return on investment for marketers (Petrescu, 2014).

With following technological advancements and the increasing growth and use of internet connection, the era of internet-based advertising has arrived. On the internet, advertisers have exposed individuals to the commercials they want, when they want, and wherever they want. The moment during which individuals began to experience this the most was the advent of mobile gadgets. Especially with the rise in smartphone usage rates, the internet has become a global platform that everyone can access and use. As marketer brands and companies have recognized this opportunity, they have begun to adopt unconventional advertising methods for this area.

People are exposed to famous commercials as well as the content they appreciate on social media platforms via their pocket-sized smartphones. Because brands

have realized that in order to sell their products, they must always focus on what is popular with the public.

At this time, when our computers and smartphones are becoming more advanced, technology is becoming a part of people. Because commercials suggest that technology always provides individuals with better and newer options.

Knowing that the younger generation has a larger role in consumer culture, marketers are aware that they must provide innovative and engaging technology to attract this demographic. Knowing this, they introduced virtual reality technology.

This technology has attracted an audience that initially enjoys playing video games but has a significant purchasing power. Brands, recognizing the immense potential of virtual reality (VR) experiences, have developed the concept of transferring them to smartphones to make them more affordable.

However, this has led to mobile-compatible VR glasses being viewed as a new form of communication that anyone with a smartphone can use. It is observed that brands, recognizing that the VR experience is a technology with which the majority of smartphone users are familiar, have begun to adapt their advertising formats.

Çıkar Çatışması Beyanı

Makale yazarı herhangi bir çıkar çatışması olmadığını beyan etmiştir.

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